



City of Loma Linda Official Report

Robert Ziprick, Chairman
Stan Brauer, Vice Chairman
Robert Christman, Board Member
Floyd Petersen, Board Member
Karen Hansberger, Board Member

CRA AGENDA: April 13, 2004
TO: Agency Board Members
VIA: Dennis R. Halloway, Executive Director
SUBJECT: Chamber of Commerce Quarterly Report and request for
disbursement of funds pursuant to agreement with the Agency

RECOMMENDATION

It is recommended that the Agency Board receive the Quarterly Report for filing and authorize disbursement of funds.

REQUEST FOR QUARTERLY FUNDING
WITH ATTENDING SUPPORT DOCUMENTS
TO
LOMA LINDA CITY COUNCIL
LOMA LINDA REDEVELOPMENT AGENCY

April 13, 2004

C O N T E N T S

- * President's Letter of Request for Quarterly Payment
- * Roster of Directors 2004
- * Staff Activity Reports (January/February/March 2004)
- * Financial Report Through 1st Quarter, 2004
- * Membership Update Material (January/February/March 2004)
- * *Loma Linda Report* January/February and March/April 2004 Issues
- * Updated Chamber Brochure

2004 CHAMBER
BOARD OF DIRECTORS

Phil Jolley, President
Golden Opportunities

Rose Estupinan, Vice-President
Heritage Gardens

Dick Schaefer, Secretary
Loma Linda University

Kathy Dexter, Treasurer
Design by Dexter

Manuel Aranda, Jr.
SBV Water Conservation District

Phil Carlisle
Loma Linda Market &
Nutrition Center

Elsie Chan
Spectrotape Corporation

Jean Chiuminatta
State Farm Insurance

Robert Frost
Loma Linda University Foundation

Dr. David B. Hinshaw, Jr.
Loma Linda University
Medical Center

Janet Hyatt
Loma Linda Antique Mall

L. Roo McKenzie
Loma Linda Academy

Jeanne Minnerly
The Copeland Group

John Ruffcorn
Retired, University Church of Seventh-day
Adventists

Dean Stordahl
VA Loma Linda Healthcare System

Mel Upp
Inland Printing

James Walling
Inland Community Bank

Margi Watley
Margi's Sewing Boutique

DIRECTORS EMERITUS

Dr. David Bieber
Retired, Past President
Loma Linda University

Elmer Digneo
Retired, Past Head Principal
Loma Linda Academy

Norman Meyer
Retired, Former Vice-President Loma Linda
Community Hospital & Loma Linda University
Medical Center

Lillian Miller
University Realty

Willard Stewart
United Property Management

LOMA LINDA

CHAMBER OF COMMERCE

April 13, 2004

The Honorable Floyd Petersen, Mayor
Members of the City Council
Members of the Redevelopment Agency
Dennis Halloway, City Manager
City of Loma Linda
Loma Linda, California 92354

Re: Quarterly Report of the Loma Linda Chamber of Commerce

Dear Mayor Petersen,
Council Members, and
Redevelopment Agency Members:

On behalf of the Loma Linda Chamber of Commerce, I am submitting the following report under the terms of the Promotional Agreements between the City of Loma Linda/Redevelopment Agency and the Chamber of Commerce. It is our understanding that although the agreements with these two bodies will continue as before, total funding will come from the Redevelopment Agency.

Please consider this the Chamber's official request for funds in the amount of \$12,000.00 to be released April 13, 2004, from the Redevelopment Agency, pursuant to the Chamber's ongoing promotional agreements. This payment represents compensation for completion of work during March, April, and May 2004.

Since our last report, the Chamber has increased its responsibilities and activities, some new and others ongoing:

1. We continue to serve the general public and the business community, with total response to requests and inquiries and general communications (excluding newsletter) at 6676 for the months of January, February, and March. Detailed reports are attached.
2. The January/February and March/April issues of the Chamber's *Loma Linda Report* incorporating City news were published and distributed to all households and businesses in Loma Linda. Circulation is 10,000. We are enclosing here copies of these issues.

Your Chamber for the 21st Century

Mayor Petersen, Council Members, and
Redevelopment Agency Members
April 13, 2004

3. Our Chamber was awarded 3rd place for outstanding 2003 newsletters in the west for chambers under 500 members by the Western Area Chamber Executives Association.
4. We coordinated and held the Annual Community Awards and Installation of Officers Dinner on January 22nd with over 200 attending.
5. Our membership now stands at 226.
6. The Chamber continues participation in community affairs in general. More specifically, the Chamber participated (attending, providing manpower, soliciting funds and/or prizes, giving public support, etc.) in the following:

We coordinated and/or attended the following:

- * Steven's Hope Grand Opening/Ribbon Cutting, January 27th.
 - * University Mortgage Grand Opening/Ribbon Cutting, March 15th.
 - * Meet the Candidates Forum for Loma Linda City Council candidates on Feb 26th.
 - * Quad Mixer with Loma Linda, Grand Terrace, Colton and Bloomington chambers, held at Al's Garden Art in Colton on March 17th.
7. Regular meetings include Executive Committee, Board of Directors, Breakfast Network, Membership, and Chamber Ambassadors. Other committees meet on an as needed basis.
 8. The Breakfast Network continues to meet every Wednesday at 7:30 a.m. for programs and networking. Attendance averages about 25-30.

The following Chamber-sponsored activities and projects are in the planning stages through the next quarter:

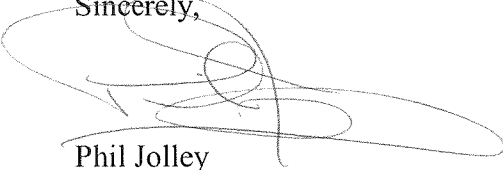
- Annual Business Showcase – May 13th at the Loma Linda Plaza
- Continued refinement and updating of our Chamber's website and expansion of email directory for more timely and economical communication with members.
- Ongoing marketing campaign to increase Chamber revenue stream through expansion of membership base and advertising base.
- Ongoing work with businesses and city departments regarding signage issues, as the "trial phase" for revised signage ordinances nears a close.
- Ongoing site visits to businesses to gather input for the Chamber and City as we work toward a continuing "business friendly" environment.
- Coordination and planning for the 16th Annual Scramble Golf Classic at Palm Meadows on June 23rd.

Mayor Petersen, Council Members, and
Redevelopment Agency Members
April 13, 2004

Our office continues to serve the public and coordinate the activities of the Chamber under the direction of Chief Executive Officer, Peg Karsick, with the support of her Executive Assistant, Darla Stern, part-time Special Projects Assistant, Sandy Clem, and office volunteers. We invite you to stop by our office soon. They welcome your inquiries and input as we all work together for Loma Linda's benefit. Detailed staff reports are attached for your information.

As Chamber President for the year 2004, I look forward to our continuing contractual agreements to promote the City of Loma Linda. Our Officers, Directors and our staff will continue to work closely with the City's departments to encourage and support a positive business climate, to foster total community involvement in our Chamber of Commerce, and to promote Loma Linda as a city that is business friendly. Please feel free to call on us to assist through mobilizing our business and community resources as concerns arise.

Sincerely,



Phil Jolley
President

PJ/ds

Attachments

LOMA LINDA

CHAMBER OF COMMERCE

2004 Officers and Board of Directors

(Effective January 5, 2004)

President: Phil Jolley
Secretary: Dick Schaefer

Vice-President/President-Elect: Rose Estupinan
Treasurer: Kathy Dexter

Manuel Aranda, Jr. 12/31/05
SBV Water Conservation Dist.
P.O. Box 1839
Redlands, CA 92373
793-2503

David Bieber Emeritus
11560 Hillcrest
Loma Linda, CA 92354
796-4521

Phil Carlisle 12/31/06
LL Market & Nutrition Center
11161 Anderson St.
Loma Linda, CA 92354
824-4565

Elsie Chan 12/31/06
Vice President of Membership
Spectrotape Corporation
345 W. Valley Blvd.
Colton, CA 92324
825-6744

Jean Chiuminatta 12/31/05
Vice President of Bus. Promo's
State Farm Insurance
P.O. Box 276
Sky Forest, CA 92385
336-7233

Kathy Dexter 12/31/04
Treasurer
Design by Dexter
964 Creek View Lane
Redlands, CA 92373
307-2221

Elmer Digneo Emeritus
10613 Ohio St., P.O. Box 1333
Loma Linda, CA 92354
796-0465

Rose Estupinan 12/31/05
Vice President
Heritage Gardens
25271 Barton Rd.
Loma Linda, CA 92354
796-0216

Robert Frost 12/31/05
LLU Foundation
Loma Linda University
Loma Linda, CA 92350
558-4534

David Hinshaw, Jr. 12/31/05
LLU Medical Center
11234 Anderson St.
Loma Linda, CA 92354
558-4013

Janet Hyatt 12/31/04
Loma Linda Antique Mall
24997 Redlands Boulevard
Loma Linda, CA 92354
796-4776

Phil Jolley 12/31/04
President
Golden Opportunities
25884-D Business Center Dr.
Redlands, CA 92374
799-5181

Peg Karsick
LL Chamber of Commerce
25541 Barton Road, Ste. 4
Loma Linda, CA 92354
799-2828

L. Roo McKenzie 12/31/05
Loma Linda Academy
10656 Anderson St.
Loma Linda, CA 92354
796-0161 x3301

Norman Meyer Emeritus
25762 Sunrise Way
Loma Linda, CA 92354
799-0777

Lillian Miller Emeritus
University Realty, Inc.
11156 Anderson, P. O. Box 788
Loma Linda, CA 92354
796-0156

Jeanne Minnerly 12/31/06
The Copeland Group
25809 Business Ctr Dr., #F
Redlands, CA 92374
799-8565

John Ruffcorn 12/31/04
23187 Glendora Dr.
Grand Terrace, CA 92313
824-2986

Dick Schaefer 12/31/06
Secretary
The Heritage Room
Loma Linda University
Loma Linda, CA 92350
558-1000

Willard Stewart Emeritus
United Property Management
10535 Anderson St.
Loma Linda, CA 92354
796-2897

Dean Stordahl 12/31/06
VA Loma Linda Healthcare Sys.
11201 Benton St.
Loma Linda, CA 92354
422-3002

Mel Upp 12/31/04
Inland Printing
614 Oak Street
San Bernardino, CA 92410
888-5225

James Walling 12/31/04
Inland Community Bank
11175 Mt. View Avenue, Ste. O
Loma Linda, CA 92354
796-7100 x221

Margi Worley 12/31/06
Margi's Sewing Boutique &
Image Consultant
11411 Anderson Street
Loma Linda, CA 92354
796-4600

LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

JANUARY 2004

CORRESPONDENCE AND INFORMATION INQUIRIES

Letter and Material Responses to Requests:	4
Faxes	42
E-Mails	12
Web Site Hits (Phil Jolley)	1134
Information Inquiries by Telephone and Walk-Ins:	394
Economic Development Activity (New)	6
Invoices:	80
Other:	4

Membership:	
Renewal Acknowledgements	22
New Member Acknowledgements	0
Member Solicitation	8

Total Membership & Business Correspondence: 1705

State of the Comm. Luncheon Sponsor Thank You Letters	5
Board Welcome and Congratulations Letters	11
Installation & Award Dinner Sponsor Thank You Letters	22
Installation & Award Auction Thank You Letters	83

TOTAL CORRESPONDENCE AND INQUIRIES: 1826

REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer to prepare financial reports and review month by month budget projections for year end 2003.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Completed the January/February 2004 Newsletter

LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

FEBRUARY 2004

CORRESPONDENCE AND INFORMATION INQUIRIES

Letter and Material Responses to Requests:	11
Faxes	17
E-Mails	6
Web Site Hits (Phil Jolley)	1009
Information Inquiries by Telephone and Walk-Ins:	211
Economic Development Activity (New)	25
Invoices:	55
Other:	3

Membership:	
Renewal Acknowledgements	13
New Member Acknowledgements	2
Member Solicitation, other than mailings	6

Total Membership & Business Correspondence: 1358

2004 Plaque Disc Update	59
Candidates Forum and Grand Opening Mailing	266
Letters to the Candidates on Forum Instructions	4
Solicitation for Membership & Advertisements	206
January/February Newsletters	9009

TOTAL CORRESPONDENCE AND INQUIRIES: 10902

REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer to prepare financial reports.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Worked on the March/April 2004 Newsletter

LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

MARCH 2004

CORRESPONDENCE AND INFORMATION INQUIRIES

Letter and Material Responses to Requests:	16
Faxes	46
E-Mails	3
Web Site Hits (Phil Jolley)	1072
E-Mail Membership Alerts	332
Information Inquiries by Telephone and Walk-Ins:	198
Economic Development Activity (New)	6
Invoices:	86
Other:	0

Membership:

Renewal Acknowledgements	14
New Member Acknowledgements	2
Member Solicitation, other than mailings	43

Total Membership & Business Correspondence: 1818

Quad Mixer Invite Mailing	269
Budget Request Letter	1
Business Expo Invite Mailing	869
March/April Newsletters	9016

TOTAL CORRESPONDENCE AND INQUIRIES: 11973

REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer to prepare financial reports.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Distributed the March/April 2004 Newsletter

FIRST QUARTER 2004 VARIANCE REPORT

1/1/04 Through 3/31/04

Category Description	1/1/04 Actual	- Budget	3/31/04 Difference
INFLOWS			
I. AGAINST BAD DEBT	0.00	0.00	0.00
I. CHAMBER PUBL	226.46	0.00	226.46
I. COM. EVENTS	0.00	0.00	0.00
I. DONATIONS	0.00	0.00	0.00
I. INTEREST	16.05	38.00	-21.95
I. LL CITY RED.	12,000.00	12,000.00	0.00
I. MEMB. EVENTS	42.00	500.00	-458.00
I. MISC. INCOME	135.00	120.00	15.00
I. NEW MEMBERS	1,665.00	1,500.00	165.00
I. NEWSLETTER	4,289.25	2,000.00	2,289.25
I. RENEWALS	8,495.00	6,750.00	1,745.00
I. S.E. BUS. PR	0.00	0.00	0.00
I. S.E. COM. LU	1,080.00	1,000.00	80.00
I. S.E. EXPO	750.00	0.00	750.00
I. S.E. GOLF	0.00	0.00	0.00
I. S.E. INSTALL	13,855.00	11,400.00	2,455.00
I. S.E. PARADE	0.00	0.00	0.00
TOTAL INFLOWS	42,553.76	35,308.00	7,245.76
OUTFLOWS			
E. AUTO	67.00	249.00	182.00
E. BAD DEBTS	0.00	0.00	0.00
E. COM. EVENTS	0.00	0.00	0.00
E. DEPRECIATION	174.00	174.00	0.00
E. DUES & SUB.	216.00	300.00	84.00
E. INSURANCE	0.00	1,750.00	1,750.00
E. MEMB. EVENTS	69.69	350.00	280.31
E. MISC.	454.30	126.00	-328.30
E. NEWSLETTER	1,888.59	1,666.00	-222.59
E. OFFICE EQUIP	554.65	1,600.00	1,045.35
E. OFFICE IMPROVEMENTS	0.00	0.00	0.00
E. OFFICE SUPPL	811.68	750.00	-61.68
E. OUTSIDE SERV	1,182.85	470.00	-712.85
E. P.T. EMPLOY	0.00	0.00	0.00
E. POSSESS. TAX	0.00	250.00	250.00
E. POSTAGE	663.00	750.00	87.00
E. PROMO. P.R.	931.81	1,001.00	69.19
E. PROMO. P.R. PHOTOS	0.00	0.00	0.00
E. RENT	2,088.66	2,088.00	-0.66
E. S.E. BUS. PR	0.00	0.00	0.00
E. S.E. COM. LU	3,161.34	2,500.00	-661.34
E. S.E. EXPO	0.00	500.00	500.00
E. S.E. GOLF	0.00	500.00	500.00
E. S.E. INSTALL	8,664.43	8,000.00	-664.43
E. S.E. PARADE	0.00	1,800.00	1,800.00
E. SALARY & BEN	19,616.99	20,200.00	583.01
E. TELEPHONE	287.14	375.00	87.86
E. TRAV. & EDUC	0.00	0.00	0.00
Uncategorized Outflows	0.00	0.00	0.00
TOTAL OUTFLOWS	40,832.13	45,399.00	4,566.87
OVERALL TOTAL	1,721.63	-10,091.00	11,812.63

**LOMA LINDA CHAMBER OF COMMERCE
MEMBERSHIP REPORT
MONTH ENDING JANUARY 2004**

	JAN. 04		JAN. 03	
Total Membership	217		202	
*Includes those on Delinquent List				
New Members (Year to Date)	2		1	
January 2	March 0	May 0	July 0	September 0
February 0	April 0	June 0	August 0	October 0
				November 0
				December 0
Membership Renewals (This Month)	12		11	
Total Income from Membership (This Month)	\$1,820		\$1,680	
Renewals:	\$1,600.00			
New Members:	\$ 175.00			
One Time Fees:	\$ 45.00			
Delinquent Memberships (This Month)	5		1	
Cancelled/Dropped Members (Year to Date)	0		4	
January 0	March 0	May 0	July 0	September 0
February 0	April 0	June 0	August 0	October 0
				November 0
				December 0

**LOMA LINDA CHAMBER OF COMMERCE
MEMBERSHIP REPORT
MONTH ENDING FEBRUARY 2004**

	<u>FEB. 04</u>		<u>FEB. 03</u>	
Total Membership		219		204
*Includes those on Delinquent List				
New Members (Year to Date)		2		4
January 2	March 0	May 0	July 0	September 0
February 2	April 0	June 0	August 0	October 0
				November 0
				December 0
Membership Renewals (This Month)		17		12
Total Income from Membership (This Month)		\$3,370		\$2,830
Renewals: \$2,825.00				
New Members: \$ 475.00				
One Time Fees: \$ 70.00				
Delinquent Memberships (This Month)		4		5
Cancelled/Dropped Members (Year to Date)		0		5
January 0	March 0	May 0	July 0	September 0
February 0	April 0	June 0	August 0	October 0
				November 0
				December 0

**LOMA LINDA CHAMBER OF COMMERCE
MEMBERSHIP REPORT
MONTH ENDING MARCH 2004**

	MARCH 04				MARCH 03			
Total Membership	226				207			
*Includes those on Delinquent List								
New Members (Year to Date)	11				9			
January 2	March 7	May 0	July 0	September 0	November 0			
February 2	April 0	June 0	August 0	October 0	December 0			
Membership Renewals (This Month)	22				12			
Total Income from Membership (This Month)	\$4,970				\$3,260			
Renewals:	\$4,070.00							
New Members:	\$ 725.00							
One Time Fees:	\$ 175.00							
Delinquent Memberships (This Month)	7				3			
Cancelled/Dropped Members (Year to Date)	0				7			
January 0	March 0	May 0	July 0	September 0	November 0			
February 0	April 0	June 0	August 0	October 0	December 0			